



Michael

ANDERSON

E-COMMERCE PRODUCT SPECIALIST

Proficient E-Commerce Specialist with a unique blend of technical expertise and marketing acumen. Over 5 years of experience in optimizing online sales channels and enhancing user experiences through innovative solutions. Skilled in utilizing e-commerce platforms and digital marketing tools to drive customer engagement and sales growth. Strong analytical mindset, capable of interpreting data to inform strategic decisions.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- E-commerce optimization
- SEO
- Digital marketing
- Data analysis
- Product management
- User experience

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING
- UNIVERSITY OF TEXAS, AUSTIN, 2017

ACHIEVEMENTS

- Increased product visibility by 40% through optimized listings.
- Achieved a 15% growth in sales during promotional campaigns.
- Recognized for exceptional contributions to team projects, receiving 'Team Player' award in 2021.

WORK EXPERIENCE

E-COMMERCE PRODUCT SPECIALIST

Digital Commerce Corp.

2020 - 2025

- Managed product listings across multiple e-commerce platforms, improving visibility and sales.
- Conducted keyword research to enhance SEO and drive organic traffic.
- Collaborated with marketing to create promotional content that resonated with target audiences.
- Utilized analytics tools to monitor product performance and make data-driven adjustments.
- Enhanced customer experience through effective product descriptions and imagery.
- Participated in user testing to gather feedback for website improvements.

MARKETING ANALYST

E-Commerce Solutions

2015 - 2020

- Analyzed marketing data to identify trends and opportunities for growth.
- Supported the execution of email marketing campaigns that increased click-through rates.
- Conducted competitive research to inform product positioning and pricing strategies.
- Assisted in the development of marketing collateral for online promotions.
- Maintained accurate records of marketing expenditures and ROI analysis.
- Collaborated with cross-functional teams to ensure cohesive branding across channels.